

INDIANA

VISITINDIANA.COM

Indiana Office of Tourism Development

2014 Cooperative Print and On-line Advertising Opportunities



Letter to our Tourism Partners

Greetings Tourism Partner!

As the state agency dedicated to promoting Indiana's travel, tourism and hospitality industry, one of IOTD's objectives is to create opportunities for our partners to reach a wider audience with their marketing messages. The cooperative print and online advertising plan outlined in this packet is one of the opportunities we offer.

The goal of the program is to provide industry partners the ability to ***maximize their reach to qualified consumers in a cost effective and impactful way by leveraging the strength of our combined resources and offering unique opportunities.*** For 2014, we are pleased to introduce some new titles to our print publication mix.

The publications being offered were selected based on their quality of content and strength of circulation. This mix of publications will reach more than 1.4 million more qualified consumers than in previous years, **and at a huge savings to our partners!**

The online lead generation program has been of great value for our partners over the years and will again be offered in 2014. This program provides online leads in different categories for \$1 per lead. As in previous years, this program is open to an unlimited number of participants.

For additional information on this year's program, **please contact your regional account executive.** A contact list of regional account executives appears at the end of this packet.

Thank you for your support. We look forward to working with you to promote Indiana's travel, tourism and hospitality industry.

Sincerely,



Mark Newman

FamilyFun ★ *New!*

FamilyFun aims to deliver to parents the ideas and inspiration they need to create unforgettable family moments. This publication is a trusted expert on family vacations, cooking, celebrations, play, creative projects and learning. Written for parents with children ages 3-12.

- **PUBLISHED:** Monthly
- **CIRCULATION (IN, IL, MI, OH, KY):** 329,200
- **READER PROFILE:** Age 38; HHI \$63K; Any college+ 62%; M 23%/ F 77%; Kids HH 77%
- **AD SIZE:** 1/6 (2.25"x4.125")*

ISSUE	MATERIALS DEADLINE	AVAILABLE UNITS
April	December 20, 2013	6
May	January 21, 2014	6

Rate Card Cost: \$10,000 (no 1/6 page available individually)

IOTD Co-op Offer: \$2,210*

Rate Card Savings: 78%



*1/3 Size available upon request (4.75 x 4.125")for equal to cost of two 1/6 size ads (\$4,420)

MNI Magazines ★ *New!*

These three magazines target the health conscious woman who is passionate about food and wellness. Editorial content is geared toward a culinary lifestyle including products and gadgets, a healthy eating and exercise, as well as environmentally conscious ways of life.

- **PUBLISHED:** Monthly
- **CIRCULATION (INDPLS):** 25,070
- **READER PROFILE:** Age 47; HHI \$63K; M 24%/ F 76%
- **AD SIZE:** 1/6 (2.25"x4.125")*

ISSUE	MATERIALS DEADLINE	AVAILABLE UNITS
May	January 3, 2014	6
June	February 10, 2014	6

IOTD Co-op Offer: \$505*

Ad will appear in Cooking Light, Food Network and Health magazines
Same creative for all three publications



Very Targeted. Very Simple.



*1/3 Size available (4.75"x4.125") upon request for equal to cost of two 1/6 size ads (\$1,010)

PRINT MAGAZINES

Hearst Magazines ★ *New!*

The Hearst Magazine publications deliver a variety of living interests that focus on topics geared toward family, home, service, food and health while reaching a sizeable audience of women ages 35-64+

- **PUBLISHED:** Monthly
- **CIRCULATION (CHICAGO):** 219,578
- **READER PROFILE:** Age 50; HHI \$62K; M 02%/ F 98%
- **AD SIZE:** 1/6 (2.25"x4.125")*

ISSUE	MATERIALS DEADLINE	AVAILABLE UNITS
June	February 14, 2014	6

IOTD Co-op Offer: \$2,160*

Ad will appear in Good Housekeeping, Woman's Day and Redbook magazines

Same creative for all three publications



*1/3 Size available (4.75"x 4.125") upon request for equal to cost of two 1/6 size ads (\$4,320)

Home & Away

The official magazine for AAA members in Indiana. The magazine keeps readers informed about new services and AAA partners as well as travel news, exciting travel destinations and little known places to explore and discover in their own backyard.

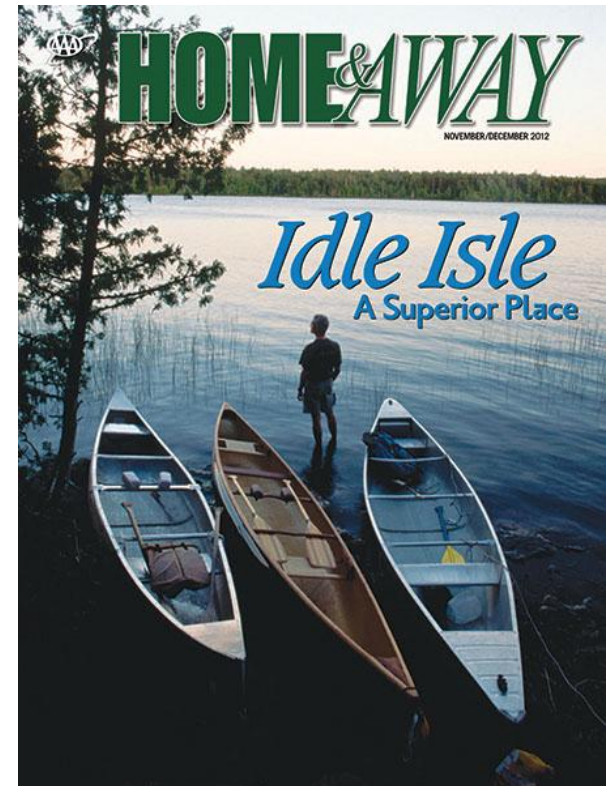
- **PUBLISHED:** Bi-Monthly
- **CIRCULATION (IN):** 219,000
- **READER PROFILE:** Age 62; HHI \$64K; any college+ 80%; M 24%/ F 76%
- **AD SIZE:** 1/6 (2.25"x4.125")*

ISSUE	MATERIALS DEADLINE	AVAILABLE UNITS
May/June	February 3, 2014	6

Rate Card Cost: \$1,700

IOTD Co-op Offer: \$1,100*

Rate Card Savings: 35%



*1/3 Size available (4.75"x 4.125") upon request for equal to cost of two 1/6 size ads (\$2,200)

Traveler Fun Vacation Guide ★ *New!*

This regional vacation guide is inserted into major market newspapers. Your ad space includes added value components of email marketing and online lead generation through the website TravelerFun.com

- **PUBLISHED:** Annually
- **CIRCULATION (MAJOR NEWSPAPERS IN, IL, OH, MI, WI):** 400,000
- **READER PROFILE:** Age 55; HHI \$57K; M 40%/ F 60%
- **AD SIZE:** 1/8 (2"x3.125") *

ISSUE	MATERIALS DEADLINE	AVAILABLE UNITS
April	January 10, 2014	8

Rate Card Cost: \$1,880

IOTD Co-op Offer: \$1,220*

Rate Card Savings: 35%

The image displays a grid of five travel brochures. The top row features two brochures: Missouri (left) and Joplin (right). The bottom row features three brochures: Nebraska (left), Fairbanks (middle), and Anchorage (right). Each brochure includes a title, a main image, and contact information. The Missouri brochure highlights 'enjoy the show' and 'In 1860, an instant message took 10 days'. The Joplin brochure features a man in a chocolate factory. The Nebraska brochure is titled 'SHARE THE ROAD TRIP'. The Fairbanks brochure is titled 'Fairbanks' and mentions 'aurora borealis'. The Anchorage brochure is titled 'UP CLOSE AND PERSONAL' and mentions 'Alaska's Golden Heart'.

*1/4 Size available (4."x 3.125") upon request for equal to cost of two 1/8 size ads (\$2,440)

Electric Consumer ★ *New!*

This informative and entertaining publication is the voice of Indiana's electric cooperative utilities. Human interest profiles, recipes, gardening information, travel, plus outdoor and home improvement features are a regular part of this consumer publication.

- **PUBLISHED:** Monthly
- **CIRCULATION (IN):** 228,475
- **READER PROFILE:** Age 57; HHI \$65K; any college+89%; M 47%/ F 53%; Homeowners 94%
- **AD SIZE:** 1/6 (2"x3.75")*

ISSUE	MATERIALS DEADLINE	AVAILABLE UNITS
May	March 7, 2014	6

IOTD Co-op Offer: \$810*



*1/3 Size available (4"x 3.75") upon request for equal to cost of two 1/6 size ads (\$1,620)

Midwest Living

As a co-op partner, you will receive leads on a weekly basis from Midwest Living's "Reader Service Listing." The listing will be included in full circulation, and on the lead generating website midwestlivingtravel.com with a link to your site. This added value feature is exclusive to tourism advertisers.

- **PUBLISHED:** Bi-Monthly
- **CIRCULATION:** 950,000
- **READER PROFILE:** Age 52; HHI \$69K; Some college 71%; Homeowners 87%
- **AD SIZE:** 1/6 (2.25"x4.125")*

ISSUE	MATERIALS DEADLINE	AVAILABLE UNITS
May/June	January 24, 2014	6
July/Aug	March 30, 2014	6
Sept/Oct	June 3, 2014	6

Rate Card Cost: \$16,300

IOTD Co-op Offer: \$5,500*

Rate Card Savings: 65%



*1/3 Size available (4.75"x 4.125") upon request for equal to cost of two 1/6 size ads (\$11,000)

Best of the Midwest

This comprehensive annual travel resource includes features on what's best in the Midwest, plus state-by-state travel guides with recommendations you can use no matter where in the Midwest you may be traveling, including hundreds of the best restaurants, places to stay, and things to do.

- **PUBLISHED:** Annually
- **CIRCULATION:** 140,000
- **READER PROFILE:** Age 52; HHI \$65K; College degree 68%
- **AD SIZE:** 1/6 (2.25"x4.125")*

ISSUE	MATERIALS DEADLINE	AVAILABLE UNITS
Annual	December 20, 2013	12

Rate Card Cost: \$3,470

IOTD Co-op Offer: \$2,600*

Rate Card Savings: 25%



*1/3 Size available (4.75"x 4.125") upon request for equal to cost of two 1/6 size ads (\$5,200)

Indianapolis Monthly

This award winning magazine features Indiana life including entertainment, decorating, apparel, nostalgia, travel, business and government (city/state). It critiques restaurants, vacation spots and local events.

- **PUBLISHED:** Monthly
- **CIRCULATION:** 41,000
- **READER PROFILE:** Age 56; HHI \$114K; M 30%/ F 70%;
Homeowners 94%; Any college+ 89%
- **AD SIZE:** 1/6 (2.25"x4.125")*

ISSUE	MATERIALS DEADLINE	AVAILABLE UNITS
April	January 24, 2014	6
June	March 21, 2014	6

Rate Card Cost: \$1,700

IOTD Co-op Offer: \$908*

Rate Card Savings: 47%



*1/3 Size available (4.75"x 4.125") upon request for equal to cost of two 1/6 size ads (\$1,816)

Online Lead Generation Program

IOTD offers an online lead generation campaign utilizing keyword search beginning February 1, 2014. The campaign will be optimized weekly based on cost per lead, cost per click and retargeting.

Each partner will receive leads from the category purchased only. A partner can purchase multiple categories, but it is not recommended unless the partner plans to distribute separate materials based on the requested category.

Category Selection:

- Family Fun
- Outdoor Recreation
- Small Town Experience
- Museums and Galleries

Deadline for participation: December 15, 2013

Cost to Participate: \$2,000 per category

Lead delivery: Via email

Maximum number of participants: No maximums; however, a minimum of three participants are required for each category

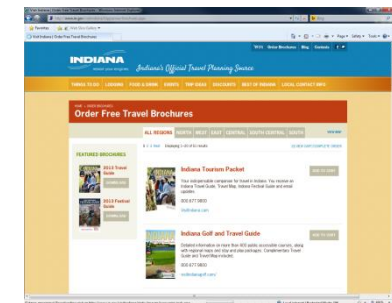
VisitIndiana.com

VisitIndiana.com is the official consumer website of the Indiana Office of Tourism Development. The site was built for consumer friendliness, easy navigation and as an effective search engine tool for everything related to Indiana Tourism.






VisitIndiana.com received over 2.6 million page views over the last 12 months*

Weekly Homepage Feature: See Next Page for Calendar and Rates
Contests: Rate Per Month \$2,550
Brochure Ad: \$1,450
Brochure Order Email Confirmation Message: \$1,000
Trip Planner Section of Site Listing: \$200
Things to Do Section of Site Search Ad: Per Quarter \$800; For Year \$2,400
Lodging Section of Site Search Ad: Per Quarter \$800; For Year \$2,400

Free Travel Discount Listing
Free Festival and Event Listing



VisitIndiana.com Calendar

	SEASON	WEEKS	NO. WEEKS	PRICE PER WEEK
	Winter	1-9	9	\$300
	Spring	10-18	9	\$600
	Summer	19-35	17	\$750
	Fall	36-44	9	\$600
	Holiday	45-52	8	\$500

 **January 2014**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1				1	2	3
2	5	6	7	8	9	10
3	12	13	14	15	16	17
4	19	20	21	22	23	24
5	26	27	28	29	30	31

 **February 2014**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
5						1
6	2	3	4	5	6	7
7	9	10	11	12	13	14
8	16	17	18	19	20	21
9	23	24	25	26	27	28

 **March 2014**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
9						1
10	2	3	4	5	6	7
11	9	10	11	12	13	14
12	16	17	18	19	20	21
13	23	24	25	26	27	28
14	30	31				

 **April 2014**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
14			1	2	3	4
15	6	7	8	9	10	11
16	13	14	15	16	17	18
17	20	21	22	23	24	25
18	27	28	29	30		

 **May 2014**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
18					1	2
19	4	5	6	7	8	9
20	11	12	13	14	15	16
21	18	19	20	21	22	23
22	25	26	27	28	29	30

 **June 2014**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
23	1	2	3	4	5	6
24	8	9	10	11	12	13
25	15	16	17	18	19	20
26	22	23	24	25	26	27
27	29	30				

 **July 2014**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27			1	2	3	4
28	6	7	8	9	10	11
29	13	14	15	16	17	18
30	20	21	22	23	24	25
31	27	28	29	30	31	

 **August 2014**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
31						1
32	3	4	5	6	7	8
33	10	11	12	13	14	15
34	17	18	19	20	21	22
35	24	25	26	27	28	29
36	31					

 **September 2014**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
36		1	2	3	4	5
37	7	8	9	10	11	12
38	14	15	16	17	18	19
39	21	22	23	24	25	26
40	28	29	30			

 **October 2014**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
40				1	2	3
41	5	6	7	8	9	10
42	12	13	14	15	16	17
43	19	20	21	22	23	24
44	26	27	28	29	30	31

 **November 2014**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
44						1
45	2	3	4	5	6	7
46	9	10	11	12	13	14
47	16	17	18	19	20	21
48	23	24	25	26	27	28
49	30					

 **December 2014**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
49		1	2	3	4	5
50	7	8	9	10	11	12
51	14	15	16	17	18	19
52	21	22	23	24	25	26
1	28	29	30	31		

Consumer Monthly Email Program

TRAVEL IDEAS: BANNER AD

Rate: \$2,500 per month
Subscribers: 45,000

TRAVEL DEALS: BANNER AD

Rate: \$750 per month
Subscribers: 31,000

FEATURED TRAVEL DEAL

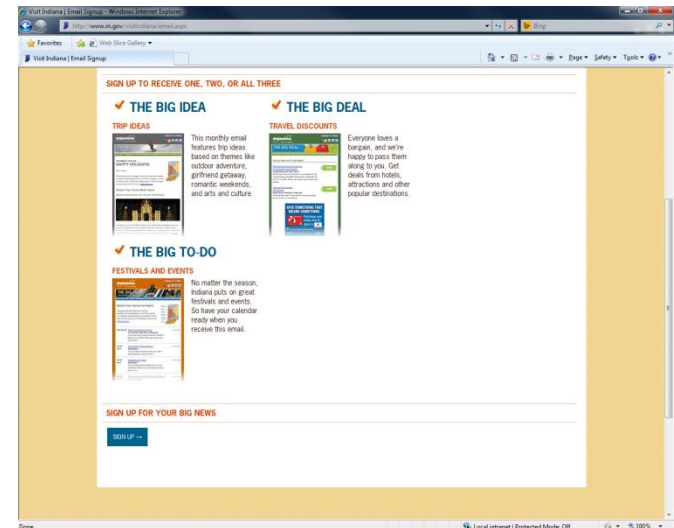
Rate: \$500 per month
Subscribers: 31,000

THINGS TO DO: BANNER AD

Rate: \$750 per month
Subscribers: 35,000

THINGS TO DO: FEATURE TO DO

Rate: \$500 per month
Subscribers: 35,000



Only one banner ad or Featured To Do is available for purchase each month per email. The month is reserved on a first-come, first-served basis.

KEY CONTACTS

Account Executives:

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